

**IN THE CLAIMS**

Please substitute claims 1-40 with the following:

1. (Previously Presented) An information transmission/reception system comprising:

transmission means for generating and sending out a transmission signal containing a commercial message;

detailed information furnishing means for furnishing detailed information related to said commercial message;

access site information furnishing means for determining whether access site information corresponding to said detailed information furnishing means has been registered, and for furnishing said access site information if said access site information has been registered; and

signal processing means including a detecting section for detecting said commercial message from said transmission signal sent out from said transmission means, a first connecting section for connecting to said access site information furnishing means, a first acquisition section for acquiring the access site information corresponding to the commercial message detected by said detecting section from the access site information furnishing means connected to said first connecting section, a second connecting section for connecting to said detailed information furnishing means based on the access site information acquired by said first acquisition section, and a second acquisition section for acquiring the detailed information related to the commercial message detected by said detecting section from the detailed information furnishing means connected to said second connecting section.

2. (Previously Presented) The information transmission/reception system according to claim 1 wherein:

said detecting section detects transmission time as said commercial message in said transmission signal and a frequency or a transmission channel of said transmission signal;

said first connecting section connects to said access site information furnishing means; and wherein

said first acquisition section acquires the access site information associated with the transmission time as said commercial message and the frequency or the transmission channel of said transmission signal, which are detected by said detecting section.

3.      (Previously Presented) The information transmission/reception system according to claim 1 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

4.      (Original) The information transmission/reception system according to claim 1 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

5.      (Previously Presented) An information processing apparatus comprising:  
      a reception section for receiving a transmission signal containing a commercial message;  
      a detection section for detecting said commercial message from the transmission signal received by said reception section;

      a first connecting section for connecting to access site information furnishing means for determining whether access site information corresponding to detailed information furnishing means has been registered, and for furnishing the access site information and the detailed information related to said commercial message if the access site information has been registered;

      a first acquisition section for acquiring the access site information corresponding to the commercial message detected by said detecting section from said access site information furnishing means connected to said first connecting section;

      a second connecting section for connecting to said detailed information furnishing means based on the access site information acquired by said first acquisition section; and a second acquisition section for acquiring the detailed information related to said commercial message detected by said detecting section from the detailed information furnishing means connected to said second connecting section.

6.      (Previously Presented) The information processing apparatus according to claim 5 wherein said detection

section detects transmission time as said commercial message in said transmission signal and a frequency or a transmission channel of said transmission signals;

said first connecting section connects to said access site information furnishing means;

said first acquisition section acquires the access site information associated with the transmission time of said commercial message the frequency or the transmission channel of said transmission signal detected by said detecting section.

7. (Previously Presented) The information processing apparatus according to claim 5 further comprising:

storage means for storing said commercial message detected by said detecting section;

browsing means for browsing a plurality of said commercial messages stored in said storage means as necessary; and

retrieving means for retrieving a desired commercial message from said plurality of the commercial messages stored in said storage means.

8. (Previously Presented) The information processing apparatus according to claim 5 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

9. (Original) The information processing apparatus according to claim 5 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

10. (Currently Amended) An information processing apparatus comprising:

a database section for registering at least a commercial message sent out as a transmission signal, and access site information corresponding to detailed information furnishing means for furnishing detailed information related to said commercial message;

a reception section for receiving the transmission signal containing said commercial message;

a detection section for extracting said commercial message from the transmission signal received by said reception section and for detecting transmission time of said commercial

message in said transmission signal and a frequency or a transmission channel of said transmission signal;

and database referencing means for referencing said commercial message registered in said database section, based on said commercial message detected by said detecting section, and for correlating said commercial message registered in said database section and the transmission time and the frequency or the transmission channel of said transmission signal with said access site information; and

access site information furnishing means for determining whether said access site information has been registered, and for furnishing said access site information if said access site information has been registered.

11. (Previously Presented) The information processing apparatus according to claim 10 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

12. (Original) The information processing apparatus according to claim 10 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

13. (Currently Amended) An information transmission/reception system comprising:  
detailed information furnishing means for furnishing detailed information related to a commercial message;

transmission means for generating and sending out a transmission signal containing said commercial message and access site information corresponding to said detailed information furnishing means if said access site information has been registered; and

signal processing means including a detecting section for detecting said commercial message and the access site information corresponding to said commercial message from said transmission signal sent out from said transmission means, a connecting section for connecting to said detailed information furnishing means based on said commercial message and the access site information detected by said detecting section and an acquisition section for acquiring the

detailed information related to said commercial message detected by said detecting section from said detailed information furnishing means connected to said connecting section; and

access site information furnishing means for determining whether said access site information has been registered, and for furnishing said access site information if said access site information has been registered.

14. (Previously Presented) The information transmission/reception system according to claim 13 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

15. (Original) The information transmission/reception system according to claim 13 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

16. (Previously Presented) An information processing apparatus comprising:  
a reception section for receiving a transmission signal containing a commercial message and access site information corresponding to detailed information furnishing means for furnishing the detailed information related to said commercial message if said access site information has been registered;

a detecting section for detecting said commercial message and the access site information from the transmission signal received by said reception section;

a connecting section for connecting to said detailed information furnishing means based on said commercial message and the access site information detected by said detecting section; and

an acquisition section for acquiring the detailed information related to said commercial message detected by said detecting section from the detailed information furnishing means connected to said connecting section.

17. (Previously Presented) The information processing apparatus according to claim 16 comprising:

storage means for storing said commercial message detected by said detecting section;

browsing means for browsing a plurality of said commercial messages stored in said storage means as necessary; and

retrieval means for retrieving a desired commercial message from said plurality of the commercial messages stored in said storage means.

18. (Previously Presented) The information processing apparatus according to claim 16 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

19. (Original) The information processing apparatus according to claim 16 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

20. (Previously Presented) A method for transmitting/receiving information comprising the steps of:

providing detailed information related to a commercial message;  
generating and sending out a transmission signal containing said commercial message;  
detecting said commercial message from said transmission signal sent out;  
determining whether access site information corresponding to said detailed information has been registered; and

if it is determined that said access site information has been registered:

providing said access site information;  
acquiring the access site information corresponding to the detailed information related to said commercial message based on said detected commercial message; and  
acquiring the detailed information related to the detected commercial message based on the acquired access site information.

21. (Previously Presented) The method for transmitting/receiving the information according to claim 20 further comprising the steps of:

detecting transmission time of said commercial message in said transmission signal and a frequency or a transmission channel of said transmission signal; and

acquiring said access site information based on the detected transmission time of said commercial message and the detected frequency or the transmission channel of said transmission signal.

22. (Previously Presented) The method for transmitting/receiving the information according to claim 20 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

23. (Original) The method for transmitting/receiving the information according to claim 20 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

24. (Previously Presented) An information processing method comprising the steps of:

receiving a transmission signal containing a commercial message;

detecting said commercial message from the received transmission signal;

determining whether access site information corresponding to said detailed information has been registered; and

if it is determined that said access site information has been registered:

connecting to access site information furnishing means for furnishing access site information corresponding to detailed information furnishing means for furnishing detailed information related to said commercial message;

acquiring the access site information corresponding to the detected commercial message from the connected access site information furnishing means;

connecting to said detailed information furnishing means based on the acquired access site information; and

acquiring the detailed information related to the detected commercial message from the connected access site information furnishing means.

25. (Previously Presented) The information processing method according to claim 24 further comprising the steps of:

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detecting transmission time of said commercial message in said transmission signal and a frequency or a transmission channel of said transmission signal;

connecting to said access site information furnishing means; and

acquiring said access site information corresponding to the detected transmission time of said commercial message and the detected frequency or transmission channel of said transmission signal.

26. (Previously Presented) The information processing method according to claim 24 further comprising the steps of:

storing the detected commercial messages;

browsing a plurality of the stored commercial messages as necessary; and

retrieving desired commercial messages from the plurality of stored commercial messages.

27. (Previously Presented) The information processing method according to claim 24 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

28. (Original) The information processing method according to claim 24 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

29. (Currently Amended) An information processing method comprising the steps of:

registering at least a commercial message sent out as a transmission signal and access site information corresponding to detailed information furnishing means for furnishing detailed information related to said pre-set signal;

receiving the transmission signal containing said commercial message;

extracting said commercial message from the received transmission signal and detecting transmission time of said commercial message and a frequency or a channel of said transmission signal; and

referencing said registered commercial message based on the extracted commercial message and correlating the transmission time of said registered commercial message and the frequency or channel of said transmission signal with said access site information; and determining whether said access site information has been registered, and furnishing said access site information if said access site information has been registered.

30. (Previously Presented) The information processing method according to claim 29 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

31. (Original) The information processing method according to claim 29 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

32. (Previously Presented) An information transmitting/receiving method comprising the steps of:

providing detailed information related to commercial message;  
registering access site information corresponding to said detailed information;  
generating and sending out a transmission signal containing said commercial message and said access site information corresponding to said detailed information;  
detecting said commercial message and the access site information corresponding to said commercial message from said sent out transmission signal; and  
acquiring the detailed information related to said detected commercial message based on said detected commercial message and said access site information.

33. (Previously Presented) The information transmitting/receiving method according to claim 32 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

34. (Original) The information transmitting/receiving method according to claim 32 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

35. (Previously Presented) An information processing method comprising the steps of:

receiving a transmission signal containing a commercial message and access site information corresponding to detailed information furnishing means for furnishing detailed information related to said commercial message if said access site information has been registered;

detecting said commercial message and the access site information from said transmission signal received by said receiving section;

connecting to said detailed information furnishing means based on the detected commercial message and the detected access site information detected; and

acquiring the detailed information related to the detected commercial message from the connected detailed information furnishing means.

36. (Previously Presented) The information processing method according to claim 35 further comprising the steps of:

storing said detected commercial message;

browsing a plurality of said stored commercial messages as necessary; and

retrieving a desired commercial message from the plurality of said commercial messages.

37. (Previously Presented) The information processing method according to claim 35 wherein said commercial message is contained in a broadcast signal of image and/or speech signals.

38. (Original) The information processing method according to claim 35 wherein said access site information is one or a combination of an Internet IP address, a URL, an E-mail address and a telephone number.

39. (Previously Presented) The information transmission/reception system according to claim 1 wherein the detecting section detects said commercial message from said transmission signal sent based on at least one transmission property of said commercial message.

40. (Previously Presented) The information transmission/reception system according to claim 39 wherein the at least one property includes one of a time duration of the commercial

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message, a sound volume of the commercial message, or image switching in the commercial message.